

# Independents' Day at L.A. Screenings '08

Thursday May 15, 2008

(the last day of the upfronts in NYC)

## Program:

8:00 AM	9:15 AM,	Café Olé (sponsor tba)
9:15 AM	10:30 AM,	Opening breakfast meeting
10:30 AM	11:00 AM,	Break (at Café Olé)
11:00 AM	12: 30 PM,	Seminar "Selling to Distributors: A Guide for Producers" (organized by Florida Media Market)
1:00 PM	2:30 PM,	Lunch (co-sponsored by NATPE)
3:00 PM	5:00 PM,	General Screenings*
5:00 PM	7:00 PM,	Party (Wine Tasting)

Possible salute by L.A. Mayor Antonio Villaraigosa

## \* General Screenings:

- 1) Max 20 companies
- 2) Each company gets a (max) 3-minute promo and 4 lunch invites
- 3) Promos are set up in alpha order (excluding "the")
- 4) Party bags – one DVD, one brochure per company, one T-shirt per company (or small present). *Video Age* will provide bags.
- 5) Info desks set up outside the screening room
- 6) Cost: \$ 22,000 total (divided by the number of participating companies)
- 7) Video projection, sound system (with redundancy)
- 8) *VideoAge* will distribute Independents' Day T-Shirts to all buyers (if possible, prior to the General Screenings) in their hotel rooms, with screenings invitations
- 9) Promo videos will be e-mailed (one set on June 2, the second set on June 16) to about 7,000 TV executives

Sponsorship availabilities: Wine tasting, Café Olé, Opening breakfast meeting.

How **Independents' Day** will be promoted:

Ads in *VideoAge* at NATPE '08--MIP-TV 2008  
*VideoAge's* meetings at NATPE '08 and MIP-TV '08  
*VideoAge's* video e-mail (May 5, 2008) to 7,000 TV executives  
*VideoAge's* daily e-beat newsletters (May 1-14, 2008)  
*VideoAge's* L.A. Screenings Web page (starting on May 9, 2008)  
CEO Meetings & Conferences Web page (starting on May 9, 2008)